



# GUEST CHECK

2024 PATRON SURVEY BY  
SMITHFIELD CULINARY

CATEGORY

## PORK

When that comfort food craving hits, **1 in 4 diners** are likely to order a hearty pork dish off the menu  
*[pork ribs, pork chops, pork roast]*

**78%** of diners say summer dining out is not complete without pork

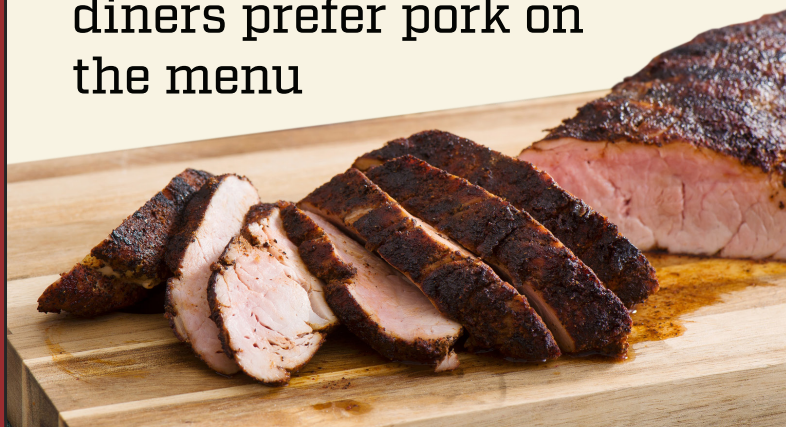
# 37%

of diners would prefer to order pork verses cooking it at home

**34%** of diners think of pork chops as a classic comfort food and **22%** said pork chops remind them of time with family & friends

Looking to explore interesting sides & sauces? **One-third** of patrons believe pork is the perfect canvas

**More than half** of male diners prefer pork on the menu



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